



INSIGHTS FROM A PHD DATA SCIENTIST



INTRODUCTION

A Midwest commercial bank, facing data utilization challenges due to fragmented systems, sought effective, cost-efficient data solutions.



THE STORY

This financial institution is renowned for its comprehensive range of banking services, catering to both individual and business clients. It offers personal banking solutions, business and corporate services, as well as wealth management expertise. Known for its commitment to customer service and community engagement, the bank combines modern financial expertise with a personal touch to meet the diverse needs of its clientele.



THE CHALLENGE

Lacking data expertise and a unified technical environment, the bank struggled with unanswered queries, hindering informed decision-making.



THE CHOICE

Partnering with **Bâton Global**, the bank integrated a PhD data scientist into their environment, enabling rapid analysis. Within weeks, data insights through regression and geospatial analysis drove targeted campaigns, guiding operational improvements and behavioral nudges. This integration revolutionized decision-making, bridging data gaps and optimizing operations for informed, data-driven strategies.

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INSIGHTS FROM A PHD DATA SCIENTIST

A Midwest commercial bank faced challenges utilizing data effectively due to a fragmented technical setup and a shortage of data experts. Seeking cost-effective solutions, they collaborated with **Bâton Global**, integrating a data scientist (PhD proficient in econometrics, machine learning, and data visualization) into their existing data environment. This expert began addressing the bank's intricate queries, facilitating more informed discussions among executives regarding pressing issues.

In a short span, the data scientist completed the initial analysis, conducting regression and time series assessments on specific product usage within the bank. Analyzing data geographically unveiled operational disparities, aiding in identifying best practices for implementation. This insight informed the development of targeted campaigns that would influence customer behavior positively.

The seamless integration of the data scientist allowed the bank to swiftly bridge data gaps and derive actionable insights, revolutionizing their decision-making processes. This initiative not only facilitated a deeper understanding of customer behavior but also initiated strategies to optimize operations, leveraging data-driven approaches.

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Bâton Global has raised the bar on
what to expect from consulting firms.*

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THAT ACHIEVES YOUR GOALS.



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